



Contact: Kathryn Kempf  
B&Y Communications  
(973) 746-8183

## **COMPASS HEALTHCARE COMMUNICATIONS' 'NONE TO ONE™' APPROACH ENABLES CLIENTS TO THRIVE ONLINE**

Princeton, N.J., Aug. 6, 2007 – Compass Healthcare Communications, a leading independent, full-service online marketing agency exclusively focused on the healthcare industry, offers a comprehensive approach to help clients jumpstart their Internet marketing efforts. The None to One™ approach ensures companies overcome some of the internal barriers that prevent them from fully realizing the potential of the Internet as a marketing tool, including questions about regulatory compliance and measuring ROI. The end result is the creation of an Online Ready Organization that is able to quickly and efficiently establish successful and measurable online marketing programs that are customized to their individual strategic goals.

As its name implies, the None to One approach enables companies that are less experienced with online marketing tactics – or only use them on a limited basis – to have effective, measurable online campaigns complementing and supplementing their offline marketing efforts. It begins with an educational module on assessing needs, setting priorities and establishing measurement criteria for the program. Using the None to One approach, companies can avoid many of the difficulties of launching a new online marketing program, including compliance with FDA marketing standards.

“Pharmaceutical and healthcare companies typically must communicate complex clinical material to multiple audiences,” said Peter H. Nalen, President and CEO of Compass Healthcare Communications. “We at Compass have found that the Internet is a great marketing tool to reach and educate each one of these audiences. Yet many healthcare companies simply don’t know the best way to integrate the Internet into their marketing programs.”

Compass, as experienced marketers exclusively supporting brands in the healthcare industry, understands the intricacies of medical regulatory and legal requirements.

“The healthcare industry has lagged behind other major sectors in fully integrating the Internet into its marketing mix,” said Nalen. “Concerns about regulatory compliance have in the past made pharma med/reg/legal departments wary of the Internet. But it is generally accepted that the same rules regarding mislabeling and misbranding that affect traditional forms of professional or DTC communication apply to interactive technology, even though the U.S. Food and Drug Administration has not developed specific guidelines or regulations for the Internet.”

The None to One approach addresses all online marketing initiatives, such as:

- Websites and the online media programs that drive traffic to them, including banner ads, Paid and organic search engine marketing;
- Healthcare provider programs such as eDetailing, which provides medical information for physicians to review online, password protected KOL Extranet sites and other educational programs; and,
- Multi-channel CRM marketing programs that include email, e-newsletters, text messaging and other tools to increase contact with target audiences.

“Ultimately, the success of any marketing program must be gauged on its ability to identify, acquire, convert and retain target audiences,” said Nalen. “With None to One, clients can access the power of the Internet very, very quickly.”

### **About Compass Healthcare Communications**

Compass Healthcare Communications is a leading independent, full-service online marketing agency exclusively supporting brands in the healthcare industry. Compass maximizes the marketing power of the Internet by designing, developing and measuring integrated online marketing programs that engage, educate and motivate each audience segment – patients, caregivers and healthcare professionals. [www.compasshc.com](http://www.compasshc.com).

###